Fred'k Loeser & Co.

Muslin Underwear.

Worthy of the Closest Investigation by Every Woman

in Brooklyn.

We have surely demonstrated in this department what a great sale means. We simply sacrific all profit, and sell wellmade garments in many instances for the mere cost of making. The best of Muslins and Cambrics, fine Embroideries and Laces are used, and, no matter how cheap the garment, we guarantee perfect fit and full, generous sizes.

Corset Covers.

Fine Cambric Corset Covers, high Lock, embroldered edge, pearl buttons, 10 cts.; V shape handsomely embroidered, 19, 29, 39, 49 cts.

Night Gowns.

Good Muslin Night Gowns, embroidered edge on neck and sleeves, ruffle of embroidery down front, 27 cts.; tucked yoke, with two insertions 33 cts; V shape, elaborately embroidered, 49

Fine Cambric Night Gowns, entire yoke made with six insertions of embroidery and embroidered edge, 59 cts.

Fine Nainsook Nightgowns, square neck, trimmed with insertion of Valenciennes lace and ribbon, 79 cts.

A splendidly assorted lot of fine Musica and Cambric Night Gowns, elaborately embroidered and lace trimmed, 98 cts.; still finer, \$1.19, \$1.39, \$1.59, \$1.98.

Chemises.

Good Muslin Chemises, plain band, 19 cts. embroidered yoke and tucked, 39 cts. Fine Lawn Chemises, extra long, embroidery, lace and ribbon trimmed, 79 and 98 cts.

Drawers.

Good Muslin Drawers, hem and tucks, 12 cts. per pair; embroidered ruffle and tucked, 25 cts. Good Muslin and Cambric Drawers, two styles, umbrella and plain embroidered ruffle, 2:9 ets

Short Petticoats.

Good Muslin Petticoats, yoke band, hem and tucks, 19 cis. Also extra quality Flannelette Petticoats,

handsome stripes, yoke band, 25 cts.

98 cts.

White Petticoats.

Good Muslin Petticoats, Umbrella shape, embroidered ruffle, 59 cts. Fine Cambric and Muslin Petticoats, deep Umbrella ruffle, lace and embroidery trimmed,

Aprons.

Gingham Kitchen Aprons, fancy borders, 9 cts. Good Lawn Maids' Aprons, some tucked and hemmed, others with embroidered insertion,

Infants' Wear.

On the Same Basis as the Underwear Sale.

Unprecedented offers as long as the quantities

Children's Muslin Drawers, hem and tucks, buttonholes, four sizes, S cts. each instead of 15 cts.; with handsome embroidered edge, eight sizes, 23 cts. Instead of 35 cts.

Canton Flannel Drawers, four sizes, 15 cts. instead of 25 cts.

Infants' Cambric Slips, ruftle on neck and eeves, 10 cts. instead of 25 cts. Long Cloth Slips, embroidered yoke, tucked,

29 cts. instead of 45 cts.

Nainsook Dresses, embroidered yoke, tucked, 39 cts. instead of 59 cts.; round yoke, tucked edged with lace, 1 to 3 years, 48 cts. instead of

Fancy Silk Caps, cream, trimmed with lace, fully lined and wadded, 29 and 39 cts, instead of 59 and 69 cts.

An assorted lot of Infants' Coats, 1 to 3 years, in cream and light blue Crepon, Elderdown, and a few sample Coats, cream only, in a variety of fancy cloth, \$2.48 each; regular prizes, \$3.50

Corsets.

We can safely assert that no one has ever seen or heard of as good Corsets as these for the money.

79 cts. instead of \$1.75 and \$2.50:

300 pairs of the well known P. N. Corsets, white, gray and black, with patent cork steel protector; some made of extra quality Fierch Coutille with Satine strips, others of best quality French Satine, all with long waist, heavily boned, handsomely flossed with silk top and bottom, top finished with silk embroidered edge. sizes 18 to 30. This lot also includes about 25 pairs of black Satin Corsets.

\$1.48 instead of \$4.00 and \$4.25:

50 pairs only of extra quality French Coutille, white and gray, and black Prunella Cloth gored Corsets, boned throughout with real whalebone.

Wrappers.

98 cts. instead of \$1.59:

A choice lot of extra quality Flannelette Wran pers, two styles, one with full front, rolling collar, yoke braid trimmed, tight back; the other with fancy yoke back and front, trimmed with braid, finished with narrow ruffle, all with

Also extra quality Flannelette Gowns, Empire style, elaborately trimmed with lace or embroidery, 98 cts. instead of \$1.45.

Boys' Clothing. Real Money Savers.

225 Blouses, white Lawn and plain and striped Linen Batiste, some with ruffles and others trimmed with embroidery, 3 to 7 years; regular prices, 89 cts., \$1.98 and \$2.25.

\$2.35:

100 Sailor Suits, dark blue, all-wool Cheviot, embroidered shield, Silk lanyard and whistle, 3 to 12 years, regular price, \$3.48. \$3.48:

40 three-piece Middy Suits, all-wool checked Cheviot, combination collar, handsomely trimmed with six rows of Soutache braid, 3 to 8 years, regular price, \$5.00.

Tan Covert and dark blue Cloth Top Coats, with strap seams, others with narrow double stitched edges, 4 to 10 years, regular prices, \$5.00 to \$7.85

BROOKLYN.

A COMPARISON SALE.

Merchandise of Every Description Cheaper than it Has Ever Been Sold in Any Part of the World.

Just a year ago, in view of the many sensational advertisements which filled the papers, we instituted a sale throughout our building for the sole purpose of calling attention to the fact that we were daily selling better and cheaper goods than the so-called and much heralded "bargains." So satisfactory to the public did the investigation prove that we were (for the first time in the history of Brooklyn retailing) compelled to close our doors every half hour during the day, in order to equalize the great crowd of buyers. During the entire week our building was crowded to the doors. On the following Monday we were again compelled to close the doors, so great was the crowd of satisfied buyers.

For the same reasons as a year ago, we again make the statement that we will offer to-morrow merchandise of every description lower than the same grades of goods have ever been sold in any part of the world. In many instances the so-called " great bargains" will be found 20 to 50 per cent. less.

To many there are a dozen all-sufficient reasons why we can and do sell goods always as low, and in hundreds of instances lower than any other house. For others, the prices to-morrow should and will convince the most skeptical.

Will Not Fill Mail and Telephone Orders.

Silks.

Values that will be Remembered for Many a Day.

500 yards Black Taffeta Silk, extra strong and heavy cloth, good rustle, 43 cts, per yard. 1,000 yards Black Satin Duchesse, heavy, durable quality, suitable for entire dresses, 50 cts. 600 yards Fancy Colored Taffetas, new combinations and colorings, in striped effects on changeable ground, 59 cts.

800 yards Colored Brocade Taffeta, heavy, rich quality, new combinations in stylish designs,

Laces.

If you miss seeing the exhibition on the fifth floor you will miss an education in Lace. Nothing like it has ever been seen at retail.

An Extraordinary Lot-25 cts. instead of 49, 75 and 98 cts.:

Applique, Point Gaze, Lierrie and Fancy Net Top Laces, champagne, butter and ivory s in desirable widths.

39 cts. instead of 98 cts.: Ombre Chiffons, pleated, in pretty shades, suit-

able for Blouse fronts.

Handkerchiefs. 61 cts. instead of 121 cts.; 72 cts. per dozen.

Ladies' all pure Linen Handkerchiefs, sheer cloth, special soft hand-finish, washed ready for

Also Swiss Embroidered Handkerchiefs, neat and showy designs, 17 cts. each, or \$1.95 per dozen; regular price, \$3.00.

Umbrellas. 99 cts., a Regular \$1.98 Umbrella.

We have sold many, very many, Umbrellas at prices that have fairly startled buyers, but this lot really outdoes them

1,000 26-inch best Union Taffeta Silk Um-

brellas, steel rod, Paragon frame, case and tassel fancy horn. Dresden, ebony and natural wood handles for men and women.

59 cts, instead of 79 cts. Also 200 (all we have) all Cotton Umbrellas,

26-inch, same as was sold recently as a great bargain at 79 cts.

Gloves.

We are anxious to have these compared with Gloves sold at \$1.00. Ladies' 2-clasp medlum-weight street gloves,

Dress Goods. Never Equalled, Nor will They

38-inch French Satinette Plaid (Cotton chain back), heavy, rich Silk bars, and the newest and richest colorings, regular 75-ct. goods, at 39 cts. 40-inch German Mattelasse Suitings, rich effects in navy, green, brown, sapphire and garnet combined with black, regular 59-ct, goods,

39-inch pure Silk and Wool Novelty Mixtures In the latest colorings and new geometrical designs, very rich and effective, regular 75-ct, goods, at 49 cts 52-inch Twill-back Ladies' Cloth (a real

Broadcloth, not a Flannel), in all the desirable Autumn colorings, regular \$1.00 goods, at 69

Black Dress Goods. 39-inch English Mohair, fine quality, in plain

and Jacquard figures, 32 cts. instead of 50 cts. 45-inch Cheviot Armures, stylish designs and excellent material, 45 cts. instead of 65 cts. 50-inch all-wool Clay Serge, heavy weight, jet black, 49 cts. instead of 60 cts. 52-inch all-wool Estamene Cheviot, fast color and correct weight, 50 cts. instead of 85 cts.

Hosiery.

Section C, Extreme Rear of Store 9 cts., worth fully 15 cts.:

Ladies' fine gauge black and tan Cotton Hose, high spliced heels and double soles, also Children's Black Ribbed Cotton, sizes, 6 to Sty. 12 cts., most of them fully

worth 25 cts.: Ladies' fine gauge and medium weight Black Cotton Hose, high spliced heels and double so

also fancy colored uppers with black boots. 19 cts., Regular 35 ct. Hose: Ladies' extra fine Colored Lisle Thread Hose spliced heels and toes, fancy colored uppers

with black boots, also Rembrandt ribbed stain-

Men's Shirts. Section C. Extreme Rear of Store

29 cts.: Men's all linen bosom, fine quality, Unlaun-

dered Dress Shirts, reinforced back and front, continuous facings, assorted sleeve lengths. We are not aware that a linen bosom shirt has ever before been sold at 29 cts.

29 cts., worth fully 65 cts.: Men's extra fine fancy trimmed Night Shirts made of extra good Muslin, felled seams, as-

Men's Neckwear. 25 cts., Just Half Price.

Men's Silk and Satin Tecks, Four-in-hands Band Bows and String Ties, light, medium and dark grounds, assorted patterns; all new, just

Furs. Introductory to Our Reorganized Department.

Real Seal Collarette at \$7.98 instead of \$13.50.

The Collarette is 10 inches long 80-inch sween and is lined with brown Rhadames Silk.

Cloak Department. Unmatchable Values. Ladies' Jackets at \$4.98, a

Regular \$7.50 Jacket: Black Cheviot Cloth Jacket, full shield front, storm collar, half Satin lined.

At \$5.98, a Regular \$8.50 Jacket: Cheviot Cloth Jacket, fly front, 26 inches long,

triple stitched seams. At \$7.98, a Regular \$11.75

Jacket: Tan Covert Cloth Jacket, fly front, strapped

seams, Rhadames Silk lining, Velvet collar. Separate Skirts.

At \$4.98, a Regular \$7.00 Skirt:

Brocade Silk, large, durable patterns, lined

throughout, and bound with Velveteen At \$6.75, a Regular \$9.75 Skirt: Silk Skirt of Gros de Lyon, with large Satin figures, lined with Percaline and bound with

French Flannels. 29 cts., Regular Price 55 cts.:

French Printed Fiannels, new designs, suitable for Ladies' Tea Gowns, Wrappers and

Domestics. At Manufacturers' Prices and Less. Fine Unbleached Muslin, yard wide, 4 and 5 offered for 25 cts.

cts. per yard. Bleached Muslin, yard wide, 5 and 6 cts. Bleached and unbleached Canton Fiannel, 7 cts. per yard, instead of 10 cts. Sheets, single bed size, 26 cts.; three-quarter size, 33 cts.; double bed size, 40 cts. Pillow Cases, 45-inch, 9 and 11 cts.

Ribbons.

Section B, Main Floor. Manufacturers' Remnants and Regular Goods at Half Price and Less.

23,500 yards all Silk plain and fancy Ribbons, all colors, weaves and combinations, at 5, 7, \$1.69? 10, 12, 15, 19, 25 and 29 ets, per yard, in stead of 10 to 68 cts.

Roman Striped Ribbons, 7 to 17 cts. instead of 12 to 28 cts.:

4,000 yards extra quality all Silk Roman striped Ribbons, in all the new combinations, 1 to 24 inches wide, now so much in demand. Millinery Trimmings.

25 dozen extra fine Black Parrots, French goods, 38 cts, each.

Untrimmed Hats. 45 cts. instead of 75 to 98 cts.

Compare them with anything sold as

black for Ladies, and Flats in colors for Misses about twenty of our best shapes of the season Roman Striped Toques, 25 cts.

90 dozen extra quality French Felt Hats in

instead of 50 cts.: 40 dozen Children's Striped Wool Toques, extra quality and fine combinations.

Lace Curtains. All New Goods at Less than 19 cts. they Cost to Land.

One lot, 150 pairs, Point de Paris and Irish Point Curtains, white or ivory, \$4.50 per pair; regular stock price, \$6.50, One lot, 100 pairs, at \$6.50 per pair; regular stock price, \$8.50 and \$9.00.

One lot fine Irish Point Curtains, \$9.25 per pair; regular stock prices, \$11.50 and \$12.00. One lot fine Brussels and Irish Point Notting ham Curtains, \$2.79 per pair; regular stock price, \$4.00.

Portieres.

Reversible Armure Portleres, three patterns full color line of each, \$4.00 per pair; regular prices, \$5.00 and \$5.50. 150 pairs Satin-faced Portleres, exclusive patterns, 13 colorings, \$11.50 per pair.

Sofa Pillows. Art Embroidery Department.

50 dozen uncovered Sofa Pillows, filled with PURE GRAY DOWN AND FEATHERS, no 18x18, 33 cts.

20x20, 49 cts. 24x24, 79 cts.

Stamped Plaid Pillow Tops, back and ruffle, 35 cts, complete, instead of 59 cts. Oriental Squares for Pillow coverings, 25 cts. Also a small lot of 32-inch Printed Drapery Silks, last spring's designs, 39 ets. per yard, instead of 49 and 59 cts.

Linings,

Soft-finished Kid Cambric, all colors, for skirt

23 cts. instead of 35 cts. Changeable Serge, Silk face and Cotton back, a full assortment of colors, suitable for skirt, cape and jacket lining, 23 inches wide,

Towels. 25 cts.:

dozen packages, 6 for 85 cts.

The very best chamber Towel ever Everybody knows Webb's celebrated grass

bleached, hemstitched white and colored border, We offer Shades made in Tapestry designs, Huckaback Towels. Also fine quality, knotted fringe, Damask Towels 25 cts size lamp. Pantry Towels, hemmed ready for use, in half

Mounted Articles. Compare these articles with every

Sterling Silver

thing in the market, and then decide how much cheaper they are. Have you ever heard of a Sterling Silver Hair Brush at

Hair Brushes, 3 new designs, all pure bristle Military Brushes, 3 new designs, all pure bris-

tle. 81.50. Hat Brushes, 3 new designs, large size, 85 cts. Cloth Brushes, 3 new designs, large size, \$1.75. Powder Puffs, large size, sterling silver knob,

39 cts. Dressing Combs. 2 sizes. 39 cts. Bonnet Brushes, assorted designs, 69 cts. Black Wings and Quill effects at 15, 19 and Salve Boxes, 15 cts. Cold Cream or Powder Boxes, 39 cts.

> Button Hooks, Files, Tweezers, Cuticle Knife, Paper Cutters and Envelope Openers, 39 cts. nstead of 75 cts. to \$1.49. Ink Wells, small size, 25 cts. Cut Glass Mucilage Jars, 45 cts.

Mustache Combs. 19 cts.

Pen Knife, two blades, 19 cts.

Sterling Silver Jewelry To be Remembered.

Lorgnette Chains, 62 cts. Dumb Bell Cuff Links, 19 cts Pear-shape openwork Ball Hat Pin, 17 cts. Tie Pins, seven designs, 8 cts. Chased Key Rings, 18 cts. Assorted styles of Emeries, 12 cts. Large Size Hose Darners, 35 cts. Also plated silver and gilt Chain Purses, 25 cts instead of 69 cts Long Chains for Purses, gilt and silver plate,

Leather Goods.

79 cts.:

65 Club Bags at 79 cts. instead of \$1.25 and \$1.69; 12-inch, 13-inch and 14-inch, fine quality grain leather, and nickel trimmings.

Imported Russia Leather Tuck Pocket Books,

all destrable colors, regular prices 98 cts. and 39 cts.:

Books, sterling silver corners. Writing Paper.

5 cts.:

Pound packages of Linen and Smooth Papers. containing 84, 90, 108, 120 and 150 sheets to the pound, in Octavo and Commercial. Two pounds only to each customer. Envelopes to match, 2 packages for 5 cts. Stafford's new Black Ink, 3-oz. bottles, 2 cts.

Gillott's, Esterbrook's and Spencerian Pens, 5 cts. per dozen. Shoes.

Ladies' Bicycle Boots, \$2.29 instead of \$3.00 to \$4.00. Just 163 pairs Ladies' Bicycle Boots, in tan

cloth, mixed gray cloth, tan canvas and black canvas tops, with Kid and Goat foxing to match top; new round toe last, stout corrugated sole. made by Norman & Bennett, of Boston, the bestknown makers of these goods. The boots are full 17 inches high, and thoroughly well made in every particular. The sizes in some of the lines are broken, but all sizes and widths will be found in the several lines combined.

Paper Lamp Shades,

Newest designs in Crepe Paper Lamp

Oriental colors, Dresden effects, Japanese reds and Empire greens, all at \$1.25, to fit any This selection is the largest ever offered, and the price is without a parallel.

Fred'k Loeser & Co.

House Furnishings.

Originally \$6.00 Gas Heating Radiators for \$3.69.

100 of them, 4-tube, 20 inches long, 10 inches wide, 27 inches high. Consume less gas and give better results than other makes. Orders

taken from sample for delivery Wednesday. Other Household Helps.

\$1.75 Clothes Wringers, family size, every one warranted, \$1.00. \$1.50 Curtain Stretchers, the new improved

75 ct. Garbage Cans, with sanitary

handle, 55 cts. 20 ct. Coal Hods, black, family size, 9 cts.

Gas Globes.

shapes, regular 15, 18 and 25 ct. Globes, at Lot 2-Assorted fancy etchings and shapes, 4 and 5-inch, regular 30, 35 to 49 ct. Globes, at

19 cts. each.

Fruit Jars.

Enamel Cooking Utensils.

Great care should be used in selecting enamel cooking utensils. The Agate, Granite and Enamel Cooking Utensils sold by us are free absolutely from any poisonous substances

Tea and Coffee Pots, white Granite, decorated, Covered Buckets, 10 cts.

Cullenders, family size, 15 cts. Roasting Pans, large size, blue and white

China Department.

Celery Trays, Comb and Brush Trays, Pin Trays, Olive, Oatmeal and Almond Dishes, Austrian and German Caina, 24 cts. each; regular prices, 40 to 65 cts.

Ivory decorated Tea Pots, assorted sizes, 80 cts. instead of 50 cts. Dinner Sets.

Table Silverware

Quadruple Plate Goods. Tea Pots, bright chased, \$2.98.

Dessert Sets, Sugar and Cream, gilt lined, \$4.25; were \$8.50.

Rogers' Celebrated Goods. Tea Spoons, 74 cts. per set of six; were \$1.16

Medium Forks, \$1.46 per set of six; were

Pie Knives, 75 cts. each; were \$2.10.

Fine Cutlery. Carvers, with sterling sliver ferrule an warranted very best steel, stag handle, \$4.25

per set.
Dinner and Tea Knives, steel blades, celluloid handle, \$2.75 per dozen.

Rugs

Wool Smyrna Mats, fringed, 24 cts.; reduced Ingrain Reversible Rugs, 36x54, 75 cts.; re-

60x30, \$1.98; regular price, \$3.00. 60x30, \$2.98; reduced from \$5.00. Princess Reversible Rugs, 36x66, \$2.45 to-

Turkish and Persian Rugs. \$8.50 Carabagh Rugs, \$4.25.

\$50.00 Kurdish Rugs, 9x12, \$33.00. Framed Pictures

Pastels, framed in all giit, metal corners, and

mats, size 20x25 inches \$2.85. Pastels, framed in Florentine, all gilt, with vilt mats, size 12x22 inches, \$2.25. Remarque Proof Etchings, framed in Antique

Lamps and Globes, At Very Special Prices.

All gilt Banquet Lamps, \$2.50. Rookwood finished Banquet Lamps, \$3.10 and \$3.90. 9-inch decorated Lamp Globes, 50, 75 and

95 cts. Art Bent Glass Globes, \$1.65. Silk Lamp Shades, 16-inch, \$1.40.

Alarm Clocks, 59 cts. One Day Clocks, 60 cts. Eight Day China Clocks, \$4.25.

Bronze Top Pieces, 29, 75 and 95 cts.

Seth Thomas Clocks, \$4.50.

Bronze Side Pieces, 21 inches high, \$3.50 Blankets, Manufacturers' Samples.

warp with wool filling, \$1.95 to \$13.75 pm pair-about one-third less than stock prices. Marseilles Quilts,

Mrs. Potts' 79 ct. Irons, 3 to a set, with cold

Lot 1-4 and 5-inch, etched, assorted fancy

The Vacuum, better than others, 3 cts. each instead of \$1.00 per dozen.

Tea and Coffee Pots, best Enamel, 20 cts

All other items in the assortment proportion ately cheap.

Chocolate Jugs and Cracker Jars, about 1 handsome styles, \$1.69 each; regular prices. \$2.50 to \$3.75.

Limoge French China Dinner Sets, service for 12 people, \$15.00. Vienna China Dinner Sets, handsome goods

And Fine Cutlery Greatly Reduced.

Sugar, Cream and Spoon Holders, gilt lined \$2.25.

Satin and Satin engraved Trays, \$1.75 to \$2.48; were \$2.75 to \$4.25. Napkin Rings, 29 cts.; were 50 cts. Fern Dishes, \$1.98; were \$2.25.

Dessert Spoons, SS cts. per set of six; were Table Spoons, \$1.46 per set of six; were \$2.82.

Dessert Forks, \$1.15 per set of six; were Soup Ladles, \$1.48 each; were \$2.40.

Butter Knives, 15 cts. each: were 52 cts.

At Prices that Should Place Them in Every House in Brooklyn.

duced from \$1.15. John Bromley & Sons' Royal Smyrna Rusa La Paris Mohair Rugs, beautiful colorings,

stead of \$3.75; 4x6.6, \$4.00 instead of \$6.00; 6x9, \$8.75 instead of \$12.50.

\$11.00 Daghestan Rugs, \$5.50. \$14.50 Daghestan Rugs, \$7.25. \$25.00 Kurdish Rugs, 6x9, \$18.00. \$40.00 Kurdish Rugs, 8x10, \$25.00.

Genuine Seal Leather Combination Pocket At Extremely Low Prices. Original Water Colors, framed in all gilt, metal corners, and mats, size 18x28 inches, \$2.50 and

Oak and glit, size 25%x35% inches, \$2.00, \$2.50 and \$2.75.

Clocks.

About 100 pairs while and colored Biankets double bed size, some all wool, and some cotton

double bed size, \$1.55 instead of \$2.00, and \$2.75 instead of \$8.50.